



Philips  
PhotoFrame

7" LCD

6.5" v.area 3:2 frame ratio

7FF2CWO



## Every picture tells your story

Display, share, organise and relive your memories! The 7FF2CWO displays digital photos with all the quality and rich colours of professionally printed photos in the ideal 4x6 size - the easiest way to display your digital photos without PCs.

### Top quality display for print-like pictures

- High pixel density for sharp and detailed photo display
- Perfect digital colours for rich and stunning photo display

### Luxurious design to complement your photos

- Exquisite materials and finishing add value to your photos
- Auto photo orientation to fit portrait or landscape modes

### Easily display and manage your digital photos

- Play slideshows, single photo, thumbnails or show clock
- Create albums, slideshows and manage your photos
- Store up to 1000 photos in internal memory
- Rotate, zoom, crop, mask and add effects to your photos

### Simple intuitive operation and great convenience

- Collage effect for random multiple-photo display in one view
- Copy photos among memory cards for extra storage
- Operate on AC power or cordlessly with rechargeable battery

**PHILIPS**  
sense and simplicity

## Specifications

### Picture/Display

- **Effective viewing area:** 137.16 x 91.44 mm
- **Resolution:** viewing area resolution: 720 x 480
- **Viewing angle:** @ C/R > 10, 120° (H) / 110° (V)
- **Lifetime, to 50% brightness:** 20000 hr
- **Brightness:** 250 cd/m<sup>2</sup>
- **Aspect ratio:** 3:2
- **Panel resolution:** 800x480
- **Pixel density:** 133 ppi
- **Contrast ratio (typical):** 400:1

### Connectivity

- **USB:** To PC/Mac (USB 2.0)

### Storage Media

- **Memory Card Types:** Compact Flash type I, Secure Digital, Secure Digital SDHC, Multimedia Card, xD card, Memory Stick, Memory Stick Pro, Micro SD, Memory Stick Duo (via adaptor), MS Pro Duo (via adaptor)
- **Built-in memory capacity:** 128MB (for 510-1020 photos, around 26MB used by system)

### Convenience

- **Card Reader:** Built-in (2x)
- **Photo format supported:** JPEG photo, Up to 16 Megapixels, Up to 10MB JPEG files
- **Placement supported:** Photo auto orientation, Landscape, Portrait
- **Buttons and controls:** 5-way mini joystick, 2 buttons
- **Playback mode:** Full screen browse, Slideshow, Thumbnail browse
- **Album management:** Create, Delete, Edit, Rename
- **Photo edit:** Copy, Delete, Rotate, Zoom & crop, Crop, Move
- **Photo effects:** Black and White, Frames, Sepia
- **Slideshow management:** Create slideshow, Delete slideshow, Rename slideshow
- **Slideshow setting:** Random, Sequential, Transition effect, Collage (multiple pictures)

- **Screen background colour:** Black, White, Gray
- **Setup function:** Brightness adjustment, Language, Status, Event reminder with snooze, Auto on/off on weekday/weekend, Beep on/off, Set time and date, Clock display enable/disable, Photo source
- **System status:** Firmware version, Power source, Remaining memory, Battery level
- **Connected media status:** Connected media, Remaining memory
- **Plug & Play Compatibility:** Windows Vista, Windows 2000/XP or later, Mac OS X
- **Regulatory Approvals:** BSMI, C-Tick, CCC, CE, FCC, GOST, PSB, UL, VCCI
- **Adjustable stand:** Rotating, Tilt-adjustable
- **Other convenience:** Kensington lock compatible
- **Firmware upgradeable:** Firmware upgradeable via USB
- **On-Screen Display languages:** English, Spanish, German, French, Italian, Dutch, Danish, Russian, Simplified Chinese, Japanese

### Accessories

- **Included Accessories:** AC-DC Adapter, USB cable, Stand, PC/Mac software CD, Quick start guide, User Manual

### Dimensions

- **Set dimensions with stand (W x H x D):** 214 x 166 x 97 mm
- **Weight:** 0.66 kg
- **Temperature range (operation):** 0°C to 45°C
- **Temperature range (storage):** -20°C to 60°C

### Power

- **Power consumption:** (System on and battery charging) 4.9 W
- **Operating time on battery:** 1\* hr
- **Battery LED indicator:** Charging - Blinking
- **Power LED indicator:** Operation - Blue
- **Power mode supported:** AC powered, Battery powered

## Product highlights

### High pixel density display

The very best high density screen in the industry displays 88 percent more pixels per square inch than even a high end 17-inch LCD monitor – showing off your treasured photos with the same 'real life' rich detail and vibrant colours as high quality prints.

### Perfect digital colour

Full colour display brings out the best in your photos with vibrant, real life colours by displaying the same full range of colours found in professionally printed photos.

### Auto orientation

Automatic landscape/portrait recognition employs a sensor that recognises PhotoFrame orientation and displays each photo in its proper mode.

### Smart Album

Smart Album allows you to create and manage albums, as well as to set up and adjust transition effects to your photo slideshows.

### Smart photo storage

Smart photo storage employs smart software that minimises required storage space without compromising photo display quality.

### PhotoEffect Wizard

The PhotoEffect Wizard is an easy-to-use feature that allows you to rotate, zoom in, crop and even adjust photo colour tones to black & white or sepia right within PhotoFrame.



Issue date 2007-12-01

Version: 2.0

12 NC: 8670 000 32311  
EAN: 87 12581 35038 3

© 2007 Koninklijke Philips Electronics N.V.  
All Rights reserved.

Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips Electronics N.V. or their respective owners.

[www.philips.com](http://www.philips.com)